

## BOAT REPAIR COMPANY IMPROVES CUSTOMER ONBOARDING

**ABOUT G.F. EQUIPMENT.** G.F. Equipment features a six-person team of professionals with vast knowledge and skill in repairing boats. The company, also known as Gibbons Fiberglass and Aluminum Boat Repair, repairs and paints aluminum boats and gel-coat fiberglass boats. It also manufactures and sells the Capsizer 8000, used for lifting and rotating boats for safer, more efficient working conditions, and offers a complete range of boat repair products, including FLITZ polish, fiberglass repair kits, Hewitt docks, and Hewitt lifts. Based in Bismarck, North Dakota, G.F. Equipment is proud to serve the marine industry with quality products made in the USA.

**THE CHALLENGE.** G.F. Equipment needed a more efficient way to respond to inquiries and reach out to prospective clients. Company leaders knew that a better email marketing solution would help, and they wanted to be able to customize their messaging. They also needed an updated flyer and brochure for the Capsizer 8000. Owner Bob Gibbons reached out to Impact Dakota, part of the MEP National Network, for assistance.

**MEP CENTER'S ROLE.** Impact Dakota provided G.F. Equipment with an easy-to-use, customizable email for reaching prospective customers and responding to inquiries. The data letters are more personal than the company's previous communications, simplifying replies and saving employee time.

Next, Impact Dakota produced a marketing brochure and flyer for the Capsizer 8000, spending one-on-one time with Gibbons to answer his questions and determine the overall design. Finally, G.F. Equipment worked with Impact Dakota to find contacts for video footage to put on the company's website.

The marketing enhancements increased sales and helped G.F. Equipment expand into new markets, including aircrafts and trailers. Gibbons is enthusiastic about his company's progress. "Ever since meeting with Impact Dakota," he said, "I have had nothing but good vibes."

"I have been referring Impact Dakota to people I know and feel would benefit from them. I feel as though they are a part of my business and I can count on them for answers to questions I may have at any time."

-Bob Gibbons, Owner

## RESULTS



Increased sales by **25%** from previous year



Expanded into the aircraft & trailer industries

## CONTACT US



1929 North Washington  
Street, Suite M  
Bismarck, ND 58501



(866)297-8250



[www.impactdakota.com](http://www.impactdakota.com)

**IMPACT DAKOTA**  
People • Purpose • Process • Performance